

# Improving Outcomes

by Connecting Learning to Life

Naviance is an online college, career and life readiness (CCLR) platform that helps middle and high school students discover their strengths, explore college and career interests, create actionable goals and find their best-fit path after high school.

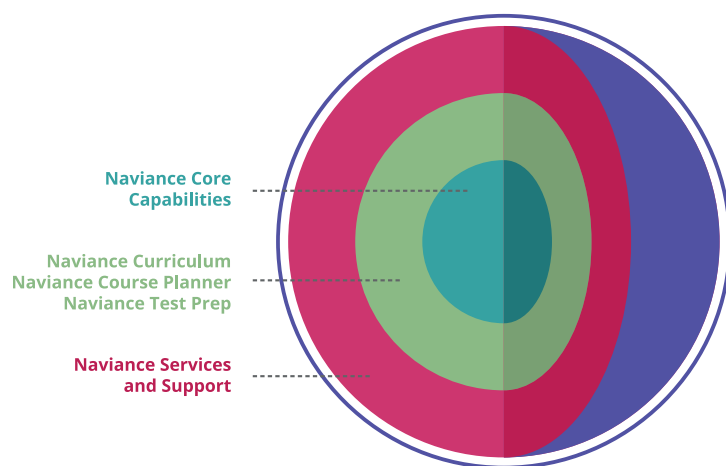
Trusted by more than 14,000 schools, this robust solution promotes college and career readiness by encouraging academic rigor and aligning student strengths, interests and passions to long-term goals.

Naviance is the partner who helps ensure students are future-ready.

## One collaborative platform for everyone:

**Students and Families** — students are able to perform self-assessments that support a personalized learning approach, to gain a comprehensive profile of strengths and to access tools they need to take charge of their own learning. Student and parents can explore career pathways and find their best fit college.

**Counselors, Teachers and Administrators** — school personnel have access to robust reporting and analytic insights that help measure student outcomes. They have visibility to student activities and can easily facilitate the college application process through electronic document submission.



## Improves Student Outcomes

Helping students picture their future helps them engage in school today. Educators are able to achieve goals leading to improved student outcomes, from guiding their career exploration to helping students search and apply to more, best-fit colleges. Naviance provides students with the tools needed for each stage of their educational journey.



### College Planning

Naviance provides resources for educators, students and parents to explore post-secondary paths that are the best-fit option for students, including the likelihood of admission to colleges of their choice.



### Academic Planning

Naviance is the central, collaborative platform for students and counselors to develop personalized success plans aligned with school or district requirements and student aspirations.



### Career Planning

Naviance helps students better understand their strengths and personality type, then helps align both to potential careers.



### Success Planning

Naviance enables students to create and develop personalized plans for life after high school, whether that includes college, directly into the workforce or enlisting in the military.



### Social Emotional Learning & Self Discovery

The self-discovery tools in Naviance help students develop confidence and lay the foundation for their future.

## College Planning



### College Research

Naviance creates and supports a college-going culture by encouraging all students to explore post-secondary education options. Students and parents are given valuable insight into the college admissions process with the best tools on the market, including SuperMatch® college search, scattergrams, college visit scheduling, application statistics and more.

- Identify best-fit colleges
- Make data-informed college application decisions
- Manage college application lists

### College Search: SuperMatch®

This college search tool makes it easier for students to explore their options and discover colleges that are a match academically and a fit with their expectations for a college experience.

### Naviance eDocs

Designed to create an efficient college application process, eDocs enables staff to spend more time where it matters—supporting students.

- Schools can securely send student application-related transcripts, forms and recommendations electronically to more than 2,500 colleges and universities.
- Naviance is partnered with Common App and Parchment for a seamless experience.
- Counselors can be more efficient thanks to application management, document tracking and automated communications with students and parents.

### RepVisits

High school counselors can manage the college visit process by easily and quickly setting up visit schedules and college fairs. College admissions personnel can search and sign up for visits and fairs with the click of a button.



Naviance has been the solution of choice for college and career readiness across the US for more than 15 years.

## Career Planning



### Career Assessments

- **Career Key** is a career assessment that delivers results for your students built on public, validated research correlating with the success of middle and high school students. In 10-15 minutes, the Career Key test encourages exploration of a variety of occupations and accurately matches students to the careers that best fit their strengths for long-term success.
- **Career Interest Profiler** helps students identify specific careers that match students' interests. Students can discover over 1,000 different careers and see top matches that match their Holland profiles.

### Career Search

Students can identify specific occupations that match their interests from more than 1,000 career profiles, including career descriptions, academic preparation requirements and videos (with many offered in Spanish).

- Find best-fit careers
- Explore local and national wages
- Create a plan to reach career goals

### Roadtrip Nation

Interview archive featuring 5,000+ videos of leaders, including Soledad O'Brien, Michael Dell, Craig Newmark (Craigslist) and Howard Schultz (CEO of Starbucks), discussing hardships, obstacles and successes.

## Academic and Success Planning



### Goal Setting

Naviance offers a robust set of tools to help students tie college and career planning efforts to specific goals. The tools ensure that every student has meaningful goals for the future, and an action-oriented plan for achieving those goals.

### Resume

Resume Builder provides students with step-by-step guidance for creating an effective resume, which can be exported in PDF or Word format and used to apply for internships and jobs.

### Naviance Insights

Naviance Insights simplifies state and district reporting to track progress against strategic goals. Insights dashboards contain metrics that are proven to correlate with successful CCLR programs.

- Analysis dashboard enables administrators to identify variables making an impact on their CCLR programs.
- Comparison dashboard provides valuable data on student trends.
- Both dashboards can be filtered by specific student groups and demographics, allowing administrators to implement tactics that help both highest- and lowest-performing students.
- Real-time analytics across eight key college outcomes for its CCLR program with ability to pinpoint variables, such as demographics, that influence college outcomes.

## Naviance Core Capabilities continued...

### Success Planner

Schools and districts can customize the career and college readiness experience by school, grade-level, group and individual student, and create tasks using a rich media library.

### Naviance Alumni Tracker

Naviance Alumni Tracker allows high schools to measure college enrollment and graduation rates for high school classes and individual students. This intelligence provides a clear benchmark for college readiness initiatives and unparalleled insights about how to improve. Seamless integration with the Naviance platform provides three key results:

- Track college outcomes with verified data on post-secondary enrollment and degree attainment of your graduates.
- Generate reports that are segmented by a specific population, such as college access program participants, by gender, ethnicity, GPA or test scores.
- Share results to easily communicate successes with your school, community and alumni through auto-generated reports.

### Social Emotional Learning & Self Discovery



### AchieveWORKS™

Students discover how they learn best and view the world. AchieveWORKS supports a personalized learning approach and provides a comprehensive profile of each student's strengths.

- **MI Advantage™** uses multiple intelligences theory to generate comprehensive, personalized report, which is great for learning to accept differences.
- **Do What You Are®** assessment is used by millions of students to discover which of 16 personality types is most like them, and what careers match them best.
- **Learning Styles Inventory** helps students recognize their natural learning style, discover better learning strategies and gain career development skills, boosting academic potential.

AchieveWORKS™ is a registered trademark of Human eSources

### StrengthsExplorer®

StrengthsExplorer® is a strengths-based assessment that evaluates 10 talent themes for individuals and identifies each student's three strongest emerging talents. Upon completion of StrengthsExplorer, students will be provided with explanations of their top three themes and matching career clusters, will learn how to capitalize on their success, and discover what they need to do next to continue building on their strengths.

### Naviance CCLR Live by Kaplan

Our revolutionary Naviance College, Career, and Life Readiness Framework (CCLR) provides a blueprint to prepare middle and high school students for success after graduation. Our partnership with Kaplan provides free and low-cost access to a series of interactive livestreaming courses to help students develop skill sets and mindsets to support them in the future.

## Extend the Student Experience

### Naviance Curriculum

A blended learning experience for students in grades 6-12 that is designed to develop critical, non-cognitive skills and college knowledge and instill confidence so students persevere. This tool enables schools to assess readiness at each grade level with pre- and post-assessments related to college knowledge and non-cognitive skills—and address areas of need.

- 105 lessons from grade 6 to 12, aligned along CCLR framework
- 15-17 lessons per grade
- Central location for students to acquire college knowledge
- Students develop critical non-cognitive habits

### Naviance Course Planner

Students create electronic course plans and see how their plans today can lead them to success in college and a career. Ensure that students meet graduation requirements and entrance requirements for four-year and two-year colleges.

- Empowers students to own their course plans
- Enables parent and counselor collaboration
- Encourages increasing course rigor

### Naviance Test Prep

All students taking standardized tests need resources to help them be successful. Naviance Test Prep not only helps students perform their best on test day, but is also integrated with Naviance to put career and college planning all in one place.

- Adaptive courses, gamified to increase engagement
- Intelligent reporting
- Content provided by leaders in test-prep industry



Naviance ensures all students will be post-secondary ready, whatever their path.



## Naviance Services and Support

No other provider has the practitioners who have years of experience and thousands of implementations under their belt. This team ensures a proper and fast onboarding experience to make sure school staff is adequately prepared to use Naviance with their students. Naviance consultants and support specialists share best practices and provide unlimited support to ensure schools and districts are set up for success.

- **Project Consulting:** tactical, hands-on support implementing and rolling out Naviance to educators and student users through a five-phased proven methodology of assess, import, configure, deploy and measure.
- **Strategic Consulting:** academic advisors that work with school districts to align key milestones with strategic plans and initiatives, implement CCLR programs, and analyze data to drive system-wide improvements and student outcomes.
- **Support Services:** timely phone and email support to respond to school and district user's questions throughout implementation and ongoing use of the solution.



Naviance has the staff, resources, experience and framework to allow even large districts to make lasting College, Career and Life Readiness achievable and sustainable.

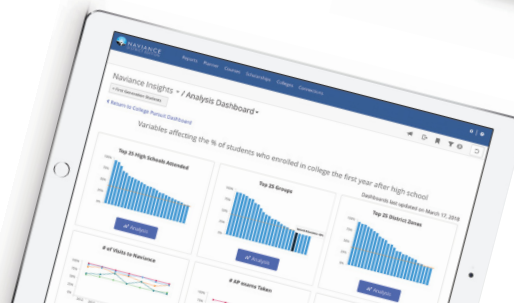
## A New Roadmap For Student Success

Naviance helps connect academic achievement to students' long-term goals—whether they're applying to college, entering the workforce or joining the military. Through collaboration with parents, teachers and school staff, Naviance enables students to understand themselves, the world of possibilities and, ultimately, connects learning to life.



## Why Naviance?

- Proven Track Record
- Actionable Insights into Student Outcomes
- Expansive User Network
- Significant Product Investment
- CCLR Thought Leadership



**HOBSON'S**  
Education Advances

Hobsons helps students identify their strengths, explore careers, create academic plans, match to best-fit educational opportunities, and reach their education and life goals. Through our solutions, we enable thousands of educational institutions to improve college and career planning, admissions and best-fit matching, enrollment management, and student success and advising for millions of students. Our leading college and career readiness platform Naviance was named the 2017 and 2018 SIIA CODiE Award winner in the Best College and Career Readiness Solution category.

**NAVIANCE**  
by HOBSON'S

Begin the conversation by calling:  
**1-866-337-0080**

[www.naviance.com](http://www.naviance.com)